

Serial No.: 10/713,773

Amendment dated 01 November 2005

Reply to Office Action mailed 01 September 2005

### Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

#### Listing of Claims:

1. (Currently Amended) A method for transferring a label portion from a label assembly onto an object comprising:

sliding the label assembly underneath opposing stripping members, each stripping member extending from a respective guide and suspended over at least a portion of an application area defined on a surface of an apparatus base;

positioning the label portion within the application area with an adhesive side of the label portion exposed, wherein the adhesive side is exposed after the label portion is secured between each stripping member;

positioning the object on the apparatus base and with respect to the label portion;

contacting the object with the adhesive side of the label portion to apply the label portion to the object; and

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removing the object from the apparatus base to transfer the label portion from the label assembly onto the object, ~~as a remaining portion of the label assembly is retained by the at least one stripping member wherein a carrier portion of the label assembly remains on the apparatus following transfer of the label portion onto the~~ object.

2. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein the label portion is positioned between a first stripping member and a second stripping member, each of the first stripping member and the second stripping member connected with respect to the base and suspended over at least a portion of the application area.

3. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein the label assembly is positioned between opposing guides connected to the apparatus base.

4. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein the object is positionable within one of a first guide area defined by a first stripping member and opposing second

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stripping members, each of the first stripping member and the opposing second stripping members connected with respect to the apparatus base surface, and a second guide area defined by the opposing second stripping members.

5. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 4 wherein, with the object positioned within the first guide area, the object is positionable within a recessed area formed in the apparatus base surface and within the application area, the recessed area corresponding to the label portion.

6. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein pressure is applied to the object to apply the label portion to the object.

7. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein the label portion is separated from the remaining label assembly.

8. (Canceled)

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9. (Original) The method for transferring label portion from a label assembly onto an object of Claim 1 further comprising the step of transferring a second label portion from the label assembly onto an object.

10. (Currently Amended) A method for transferring a label portion from a label assembly onto an object comprising:

sliding at least a portion of the label assembly through a first gap formed between a first stripping member and a surface of an apparatus base;

sliding at least a portion of the label assembly through a second gap formed between a second stripping member and the apparatus base surface;

securing the label portion between the first stripping member and the second stripping member and within an application area defined on the apparatus base surface;

exposing an adhesive side of the label portion, wherein the adhesive side is exposed after the label portion is secured between the first stripping member and the second stripping member;

positioning the object within one of a first guide area and a second guide area defined by the apparatus base, each of the first guide area and the second guide area corresponding to a label portion of the label assembly; and

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contacting the object with the label portion, wherein the label portion is applied to the object, a carrier portion of the label assembly remaining on the apparatus following application of the label portion onto the object.

11. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 10 further comprising the step of indexing the label assembly on the apparatus.

12. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein a portion of a back sheet of the label assembly is removed from a face sheet of the label assembly to expose the label portion.

13. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 12 wherein a pull tab extends from a periphery of the back sheet portion to facilitate removal of the back sheet portion from the face sheet.

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14. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein the label portion comprises one of a standard jewel case spine label and a slim jewel case spine label.

15. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein a spine portion of a jewel case is positioned within one of the first guide area and the second guide area to transfer the label portion onto the spine portion.

16. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein an end portion of the label assembly is securely positioned within the second gap formed between each of a plurality of stripping fingers and the apparatus base surface, the plurality of stripping fingers positioned with respect to a first end portion of the application area.

17. (Canceled)

18. (Canceled)

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19. (Original) The method for transferring a label portion from a label assembly onto an object of Claim 10 further comprising the step of removing the object from within one of the first guide area and the second guide area to transfer the label portion onto the object.

20. (Currently amended) A method for transferring a label portion from a label assembly onto an object surface comprising:

positioning the object in one of a plurality of recessed areas formed in a surface of an apparatus base;

removing a first portion of a back sheet from a face sheet of the label assembly to expose an adhesive side of the label portion, wherein the first portion of the back sheet is generally coextensive with the label portion;

placing the label assembly having the adhesive side of the label portion exposed into an indexed position with respect to the apparatus and the object surface, in the indexed position, an indexing element formed on a periphery of the label assembly interfering with a guide formed on the apparatus base surface, wherein the exposed adhesive side of the indexed label portion is positioned to contact the object surface;

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~~positioning the adhesive side of the indexed label portion to contact the object surface; and~~

applying the label portion onto the object surface; and

removing the label assembly from the indexed position to transfer the label portion from the label assembly onto the object surface.

21. (Canceled)

22. (Original) The method for transferring a label portion from a label assembly onto an object surface of Claim 20 wherein the plurality of recessed areas are formed in an application area defined on the apparatus base surface.

23. (Original) The method for transferring a label portion from a label assembly onto an object surface of Claim 20 wherein during the step of placing the label assembly into the indexed position, the label assembly is positioned within an application area defined on the apparatus base surface.

24. (Canceled)



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25. (Original) The method for transferring a label portion from a label assembly onto an object surface of Claim 20 wherein the label portion is removed from the label assembly at tearable lines of separation formed on the label assembly.